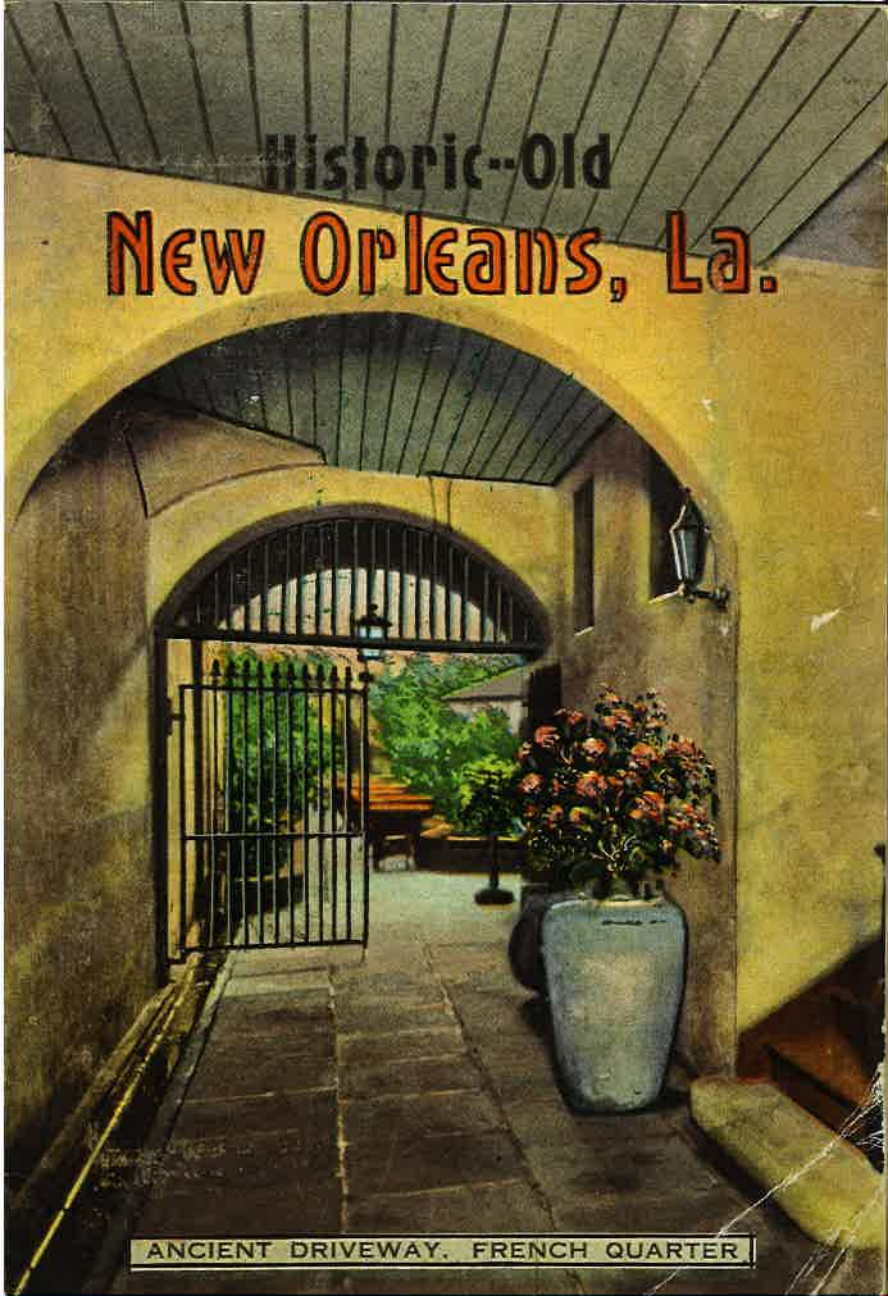


Historic--Old New Orleans, La.



ANCIENT DRIVEWAY, FRENCH QUARTER

DEBONAIR NEW ORLEANS

By Theo. A. Walters, Exec. Sec'y,
The Vieux Carré Assoc., Inc.

Nestling between the wide yellow curves of the majestic Mississippi and the broad, blue expanse of Lake Pontchartrain, an arm of the Gulf, New Orleans enthalls the imagination of the stranger long before revealing its intimate lures. From the great arc of the mighty river, New Orleans gains one of its popular sobriquets, "The Crescent City."

Unique, jubilant, captivating, robust and romantic is this city in the bend of the river's eastern shore. Colorful contrasts, blended customs and architecture of three nations, over two centuries of rich historical associations, plus potent modern industrial, metropolitan and maritime achievements, obviously inspired its own favorite advertising slogan, "America's Most Interesting City."

O. Henry, who loved its cosmopolitan atmosphere, called it one of the three American cities that are "story cities." For nine years, Lafcadio Hearn, the wistful out-cast, word-jeweler, drank deep of its haunting beauty and gave to the world his "Creole Sketches" and "Chita."

Thackeray, Lord Dunsany, Walt Whitman and scores of contemporary poets, playwrights, novelists, short story writers and journalists have let New Orleans capture their hearts. Illustrious admirers say New Orleans has only one drawback, "'tis hard to leave." Artists from everywhere are perennially painting its picturesque points of interest. Photographers pursue and capture its charming contrasts with cameras. A new New Orleans is discovered almost daily by visiting notables.

Call it atmosphere, personality or what you will, an invisible presence dances before you in New Orleans. You will sense its animation. Few escape the debonair spell New Orleans weaves.

Old romance and new opportunity amalgamate into the adventure that New Orleans offers the stranger. Outlet for the world's richest valley, harbor of all flags and America's second port . . . progressive city of great enterprises, where you pause pleasantly to peer behind the veil of its motley past.

Go where you will, once you let New Orleans escort you across its gay, urbane and hospitable threshold, you can never forget it. For a festival of life is being staged at this meeting place of the nations, and New Orleans will suavely make you join this jubilee, embrace you, take you to its heart and you will love it forever!

NEW ORLEANS

Its History in a Hop, Skip and Jump

Cradled as a thriving French village, reared as a child of Spanish customs, emerging as a full-grown city under mixed Latin, Anglo-Saxon, Early American and ante-bellum Southern influences, New Orleans is a city of exotic and fascinating ancestry.

First an Indian portage, then a French outpost to extend the prosperous fur trade for New France in America, the strategic location of New Orleans was recognized in 1699, when Sieur de Bienville's expedition made its first exploration of the lower Mississippi.

At the river end of the trail, through the treacherous swamps and wilderness, a tribe of the Houma Indians then occupied the site of what is today the world-famous "Vieux Carré" (Old Square) of New Orleans.

Returning again in 1718, through Lake Borgne, up through the Rigolets into Lake Pontchartrain, then into Bayou St. John, another perilous journey for the brothers Iberville and Bienville and their few followers ended. Selecting a spot in the bend of the great river, 108 miles above where its turbulent yellow flood emptied into the Gulf of Mexico (the river front at what is now Esplanade Avenue), Iberville pointed his sword toward the arc of the Mississippi's crescent curve.

"Here," he prophetically announced, "Here will arise a great city!"

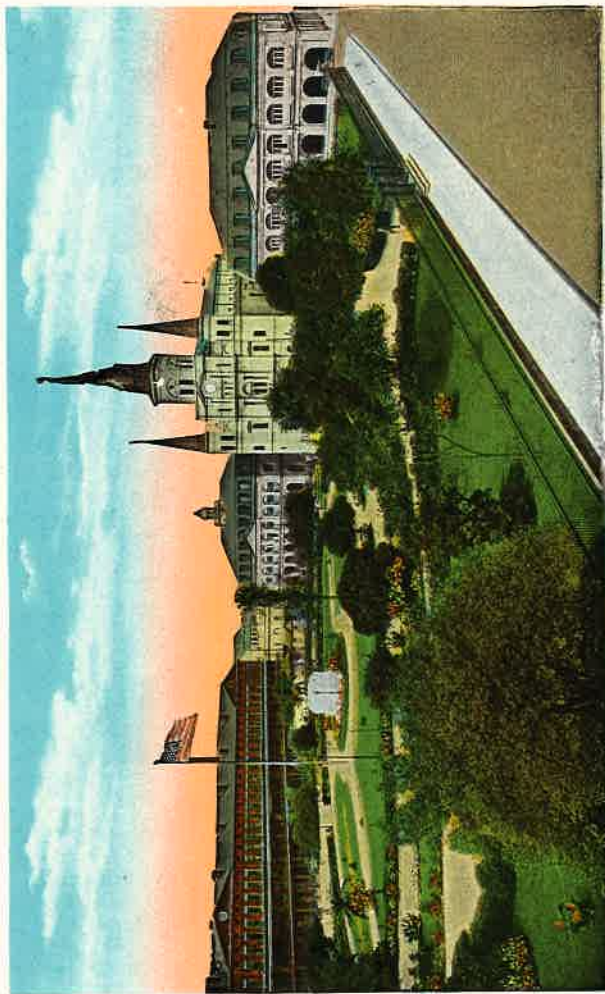
Thus was Nouvelle Orleans established. A French post founded by Bienville, governor of the Louisiana territory, and named after the Duke of Orleans and Regent of France. Believed by Bienville to be the most logical location for the capital of his province in 1720, he endeavored to have it declared such in the council commanded by de Noyau. But he was outvoted.

Not easily discouraged was Bienville, however. That same year, after a flood forced the building of the first levee, he sent his ranking engineer, Sieur de la Tour, a Knight of St. Louis, to the site. Down went the surveyors' stakes, soon streets were marked, lots granted, ditched and palisaded. The scattered settlers were called in, and, almost overnight, the Nouvelle Orleans town was formed.

Its plan was a parallelogram with 4000 feet along the river. The depth was less than half of that; 1800 feet. City boundaries comprised the present boundaries of the Vieux Carré. On the South, Canal Street, Esplanade Avenue on the North, Rampart Street to the West, and on the East, the Mississippi. Five forts were built to protect it. Sidewalks were built on piles or stilts. Overflows from either the river or the swamp were continual in those historic days.



FRENCH QUARTER COURT YARD OF THE TWO SISTERS, ROYAL STREET



JACKSON SQUARE, SHOWING ST. LOUIS CATHEDRAL

Almost relentless forces worked against the fulfillment of those words, "Here will arise a great city." Hostile Indians, floods, later conflagrations, war, cholera, malaria, and the scourge of yellow fever. Yet, New Orleans is, today, the South's largest city, a world port and one of the most healthful communities in America.

Brief incidents from 1723, 1727 and 1728 will serve to illustrate why and how Nouvelle Orleans was such a cosmopolitan sort of place, even before its personality was further developed under the flag of Spain.

In 1723, a typical group of German emigrants, who had settled in Arkansas, but were disappointed there, came down the river to New Orleans, seeking passage to Europe. They never sailed, instead, they were given small tracts of river land, about 25 miles above New Orleans. That farming section is still known today as "The German Coast." This incident marked the beginning of Teutonic elements in the population of New Orleans. Though most of them dropped the native tongue and soon spoke French, even translating their names into French, the admixture and blending of nationalities were soon apparent.

In 1727, commissioned to open a school for girls, came New Orleans' first Ursuline nuns. Temporarily housed at Bienville and Chartres streets, a commodious and historic convent was erected for them, which they entered in 1734. The visitor to New Orleans may see this almost 200 year old (elaborate and attractive) structure today situated at the corner of Chartres and Ursuline streets. It is the oldest building in the Mississippi Valley and it is rich indeed in secular, political and ecclesiastical history, having served as a convent, school, as the State House of Louisiana from 1831 to 1834, and then, until very recently, as the archbishop's palace of the local diocese.

At about the same time the Ursuline nuns arrived, came also the first group of Jesuit fathers. These pioneer priests assumed the care of a large plantation above Canal Street. Furnished with a residence, a chapel and slaves to care for their lands, educational resources for the male children of Nouvelle Orleans were soon available.

In 1728, the "Cassette Girls" brought a new type of romance to the preponderantly male population of the settlement. Received in the Place d'Arms (now known as Jackson Square) and cared for by the Ursuline Sisters until they were married . . . these reputable girls were dowered by the French King with chests of clothing. They were so named to set them apart from the other type of women, who were sent out from the houses of correction abroad.

Five thousand souls, mostly masculine; soldiers, trappers, galley slaves, redemptioners, the civil and military officials of high rank who had brought their wives with them from France; Indians and Indian squaws of the Choctaw and Tchoutchouma (Houma the place of the sun) tribes; that

was the New Orleans of 1732, with the additions of the religious orders previously mentioned.

In 1722, Nouvelle Orleans succeeded Biloxi, Mississippi, as capital of the Louisiana territory.

Forty years later, in 1762, after the treaty of Fontainebleau, the proud citizens of Nouvelle Orleans contented themselves with vigorous and vociferous protests against the transfer of Louisiana from France to Spain. Six years later, in 1768, when the first Spanish governor, de Ulloa, arrived, he was driven out by a bitter local rebellion. A year later, however, the patriots met their equal and their conqueror, Captain-General O'Reilly, who ruthlessly established Spanish rule.

New Orleans adapted itself to the Spanish regime, for it was a cosmopolitan sort of place from the first. Cheerfully optimistic, too. Perhaps that trait was inspired by its founder, for the city, as planned by Bien-ville's engineers, was for 10,000 population.

Then, even as now, with its extensive suburban areas to supply men and materials for the metropolis, the city had a suburb, for at Bayou St. John, near the tiny town, was the Indian settlement.

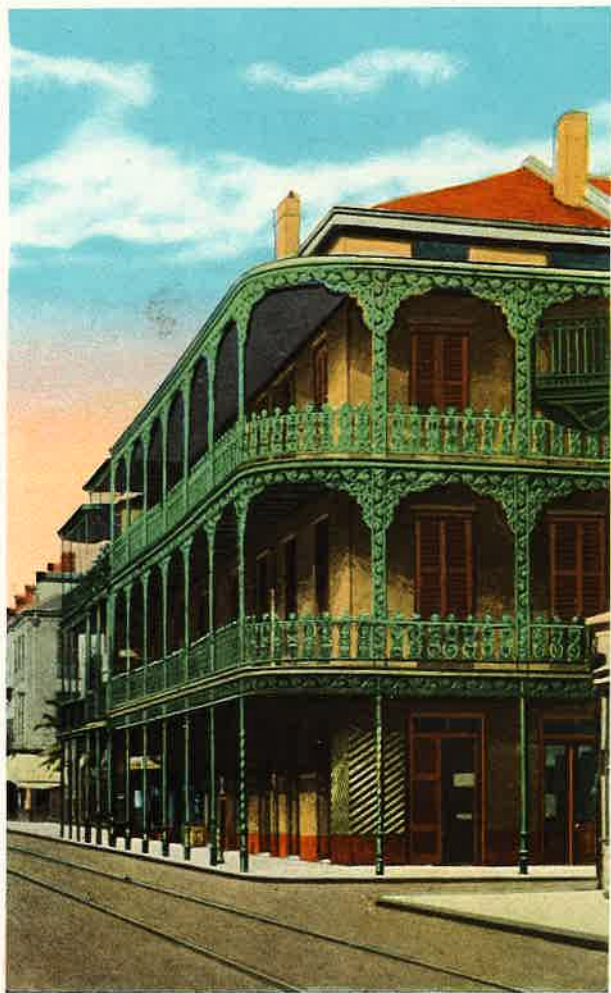
Stirring times were scheduled for New Orleans. Disastrous fires in 1788 and again in 1795 destroyed many of the original structures, and, after the conflagrations, the city set to work to rebuild itself. Better buildings were constructed. Vieux Carré, sights and scenes of today will prove that they built distinctively as well as durably. Spanish architectural styles were the fashion, but they were adapted to the needs of the climate and the rigors of frontier civilization. French and Spanish are happily combined in the many unique and historic structures of the "Old Square."

Rebuilding, improving, fortifying and protecting the community from English pirates and hostile Indians, perhaps kept the more progressive Orleanians of that period too busy to become permanently embittered, while the European politics of the period hindered further expansion. Rigorously restricted policies of trade and immigration had been enforced during the French domination. Spain was equally as blind to the potentialities of the vast territory as France, for she continued the same policy as her predecessor from 1762 until 1801, when the territory was ceded back to France.

Two years after Spain delivered the far-flung Louisiana domains back to the French sovereign, the United States purchased this vast estate for \$15,000,000, and thus was consummated the largest real estate transaction in our history, and the world's cheapest in price, for President Jefferson's U. S. Commissioners, Claiborne and Wilkinson, had formally delivered to them in the transfer effected at the Cabildo, what we now know as Alabama, Arkansas, Kentucky, Mississippi, Oklahoma, Tennessee,



THE CABILDO, OLD SPANISH COURT BUILDING



LACEWORK IN IRON, ROYAL STREET

Louisiana, Texas, Virginia, North Carolina, New Mexico, Georgia, Florida, West Virginia, Illinois, Iowa, Kansas, Missouri, Nebraska, South Dakota, and parts of Indiana, Colorado, Minnesota, Pennsylvania, Montana, Ohio, Wyoming and Wisconsin.

Daily at the severe and substantial old Cabildo, may be seen incredulous tourists dubiously shaking their heads, is it—or was it possible? The table on which the documents were formally signed, the very pens with which the transfer was effected, are on exhibition here.

Historians agree that the population of New Orleans at this period was 10,000, also that hampered as had New Orleans been by the numerous restrictions of its European sovereigns, the community of that day was preponderantly monarchical in prejudice, tendency and practice.

The French, as well as the Spanish elements, fought the invasion of Americans. Internal strife, natural handicaps prevailed which apparently no one minded much, streets that no vehicle could negotiate in rainy weather, fetid, foul gutters, but after American laws and policies were adopted the community more than doubled its population in seven years.

Overnight, New Orleans became a port of the United States. Economic restrictions were removed and in flowed the tide of population. New Orleans can trace many of its incongruous and picturesque contrasts of today to the peculiar situations then developed. The usual American city charter was granted in 1805, and in 1810 the population had grown to 24,000. The city continued its growth "uptown" or on the opposite side of Canal Street and away from the Vieux Carré. "Uptown," "downtown," and "back of town" are the three colloquial divisions of New Orleans. They are easily understood when explained. Otherwise they may puzzle the visitor, who wants to see the 196.25 square miles of land and the 169.47 square miles of water that have attached themselves to the 4000 by 1800 foot plot Governor Bienville's engineers surveyed for the city over 200 years ago.

The turning point in New Orleans as a port arrived simultaneously with its transfer to the United States. In 1812 whistles screamed and half the community stood on the levee to see the first steamboat from the Ohio River region come puffing into port. More floods, the British blockade at the mouth of the river, the scourge of fevers, war, fires, something in those hectic years should have held New Orleans back, but on it grew. When General Andrew Jackson defeated the British General Pakenham at Chalmette, below New Orleans, in 1815, population had increased to 33,000. In 1820 it had jumped to 41,000. The second railroad in the United States sent out its first train from New Orleans in 1830. Comparative peace came during those expansive and marvelous years, from 1820 to 1840. Cholera, floods, and other disasters hammered down their heavy hands, to be sure, but New Orleans was busy proving it could pave streets, drain swamps and even plot out real estate subdivisions in the

approved modern manner. War between the States dealt harshly with the city, too. Commerce and the material wealth shrank. In 1840, New Orleans was the fourth largest city in America. Only New York, Baltimore and Philadelphia surpassed it. In per capita wealth, New Orleans was first. Many thought it invincible then, but New Orleans of the golden era passed almost in a twinkling. The Confederate Forts fell April 24, 1862. Groans and lamentations filled the air before the fire bells' toll of 12, repeated four times, had died away.

Ships piled high with cargo were fired and went flaming down the river. Black smoke of self-inflicted incendiarism darkened the skies. The river-front was a flaming crescent. The Farragut fleet, fighting its way up the river, was aghast at the roaring, floating furnaces sent out to meet them.

Yet New Orleans grew. It had to face its own problems and survive its disasters of the post-war period. In 1870, a population of 191,418, ten years later it had grown to 216,090. Epidemics, plagues, shifting trade routes, its once peerless maritime advantages flew away like leaves in the wind. Its entire economic structure lay in shambles and its heritage of debts had to be shaken off. So the city gathered strength for a new advance, growth and development, in spite of periodic adversity. Only dates, statistics and the actual record before the reader makes the Crescent City's astonishing progress, from an impossible beginning in 1718, to the present date believable. Everything but earthquakes have come to New Orleans to shatter its spirit and destroy its metropolitan aspirations. It has grown stronger with every trial, having never recognized defeat.

The World War taught New Orleans to think in the terms of millions and millions, and more millions. It has completed many of its most astounding, amazing and phenomenal projects since that time.

New Orleans is the largest fresh water harbor in the world, 110 miles from the Gulf of Mexico, and the Port ranks second, and is only excelled by New York by a very small margin. The harbor is from 80 to 300 feet in depth and can receive the largest ocean-going vessels.

In conclusion, three phases of New Orleans' personality are worthy of mention:

First—Its commercial and industrial life are now modern in every sense; varied and better balanced each succeeding year.

Second—Its fecund historical and remarkably romantic lures are recognized at home and abroad. New Orleans is fascinating!

Third—Its international fame for hospitality and charm increases daily as it marches on to fuller and richer realization of President Hoover's prediction, "A City of Destiny."



OLD ST. LOUIS CEMETERY



COURTYARD, LITTLE THEATRE, VIEUX CARRE

How To Spend a Day In The Vieux Carré

Vieux Carré, literally translated, means "Old Square." Pronounce it Vee-Yuh Care-Ray, to approximate the correct French.

Truly cosmopolitan, both of the new and old world, New Orleans is rightfully known as "America's Most Interesting City." Thousands of visitors come to the city each year. All want to see the Vieux Carré.

It is quite natural that most visitors want to linger longest here. Dozens want personal guides, but hundreds make a personal adventure of exploring this quaint section alone.

Through the untiring efforts of many individuals and The Vieux Carré Association, Inc., this quaint, picturesque, charming and historic area is now being protected and preserved. Many of its famous buildings have already been restored to their place of traditional distinction and charm.

All true lovers of New Orleans regard the Vieux Carré as a precious heritage. The appreciation and delight of the millions of tourists, who have visited it, increases their own pleasure and pride in the Vieux Carré, "The Most Interesting Section" of "America's Most Interesting City."

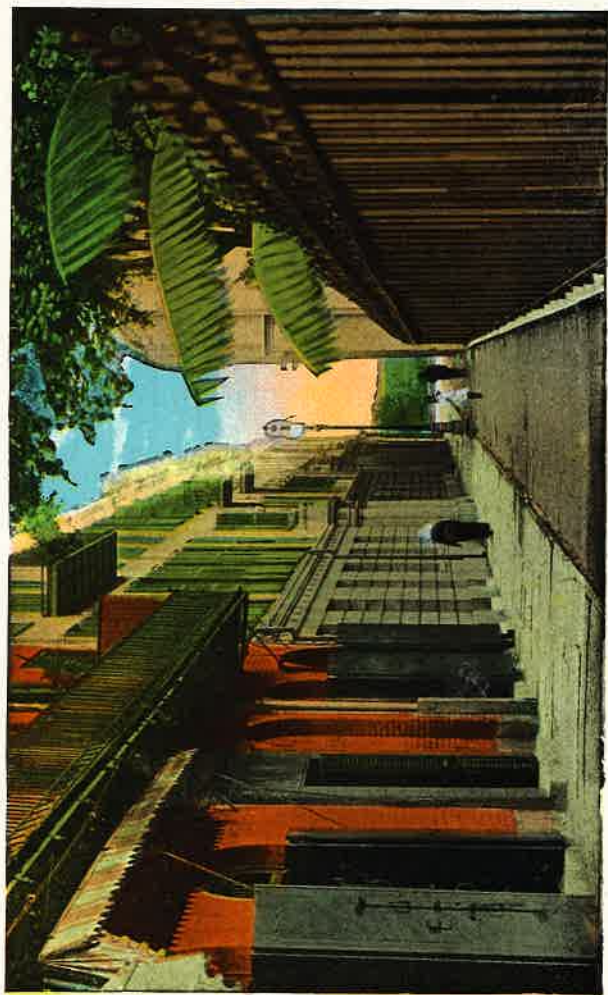
GUIDE YOURSELF! Just refer to the illustrated map. Ready? Then let's go!

Your walk starts at Canal Street on the famous "Rue Royale," known throughout the world for its antique shops and many sites of historical interest. This street was the first in the city to be paved. Ships returning from the Continent for full cargoes of the New World riches sold their ballast (stone blocks from Belgium), to the city government. Cost amounted to less than \$1.00 for each slab laid.

1.—121 Royal—Both home and office of the famous Doctor Antomarchi, maker of the Napoleon death mask (now in the Cabildo), were on this site. He was the Emperor's personal physician, and later practised in old New Orleans.

2.—127 Royal—First Carnival ball probably planned here. Also first New Orleans restaurant to serve midday meals located here. Previously the old Spanish ritual of closing all business houses for the two-hour "siesta" held sway.

3.—140 Royal—This old building, erected in 1818 for the historic Union Bank. Later housed the Citizens' Bank. Recently restored by Hotel Monteleone interests.



SAINT ANTHONY'S ALLEY



PONTALBA BUILDING, JACKSON SQUARE, IN THE OLD FRENCH QUARTER

4.—719 Bienville—The distinguished actor, E. H. Sothern, born in this building.

5.—234-40 Bourbon—The historic Old Absinthe House, built about 1750. For a time Jean Lafitte, famous Baratarian pirate, frequented the old bar. General Andrew Jackson and Lafitte are believed to have planned the Battle of New Orleans here. Popular meeting place of "bon vivants" for decades.

6.—334 Royal—Old Bank of Louisiana, erected in 1812, at a cost of \$80,000. The intersection of Conti and Royal Streets was once the hub of the city's financial district, with banks on all four corners.

7.—Rampart and Conti—Church of St. Anthony of Padua. Hundreds of yellow fever funerals held in St. Louis Cathedral aroused superstition of inhabitants and caused erection of this church in 1824. Known to "Creoles" of the old city as "the dead church," because all funerals were for a time held here, instead of in the Cathedral. The arrow and emblem point the way to the St. Louis Cemetery, one of the oldest and most famous burying grounds in North America. Visitors will be interested in the large numbers of graves of early settlers and inhabitants before the period of American occupation, prominent among which are the resting places of several of the pirate Lafitte's trusty henchmen. Dominick You is perhaps most widely known. This cemetery was laid out in 1718. It is over two hundred years since it was first opened. During that time funeral processions have daily crossed its threshold, conveying thither the dead of all ages and of all countries. Walk through its tortuous alleys and weeds, and you will find there the whole history of the city since the purchase of Louisiana by the United States. The oldest epitaph extant does not go back further than 1800.

8.—403 Royal—Site of the Bank of the United States, founded in 1805. Also housed Bank of Louisiana in 1861. One-time town house of Etienne de Bore, pioneer manufacturer of granulated sugar in the state.

9.—417 Royal—Louisiana Bank, established here in 1804, through influence of Thomas Jefferson, making this the first bank building in the Vieux Carré. Later the home of Paul Morphy, world-famous chess champion. Restored by the late W. R. Irby, and presently occupied by the Patio Royale. Free admission to the beautiful courtyard.

10.—416 Royal—A large group of historical portraits may be seen on the third floor of this building, the modern courthouse for the Parish of Orleans, erected at a cost of two million dollars. Numerous historical buildings, destroyed to make way for this edifice, included the home of Mollie Moore Davis, well-known New Orleans writer and entertainer. The Board of Commissioners of the Port of New Orleans, Orleans Parish Levee Board, Department of Conservation, and numerous other civic and state agencies maintain offices in this building.

11.—429 Royal—Locally referred to as the Miro House, built by Governor Miro, as the Spanish Commandevia, in 1769.

12.—820 St. Louis—The Grima House, representing a particularly charming type of colonial architecture. Owned and occupied by the Christian Woman's Exchange. The beautiful courtyard in the rear houses the widely and favorably known Courtyard Kitchen. Visitors are welcome. The two charmingly restored houses adjoining are the joint property of Judge and Mrs. Emile Godchaux.

13.—Corner Royal and St. Louis—Old St. Louis Hotel building extended from Royal to Chartres, until demolished in 1917. Hundreds of notables entertained here. The \$20,000 banquet, given in honor of Henry Clay, was but one of the lavish functions held in the building during its existence. Slaves were auctioned here on a huge block under the rotunda. The old slave block is on exhibition at the Cabildo Museum and the names of the auctioneers were engraved on the walls.

14.—520 Royal—Home of the Arts and Crafts Club. Built as a town house and formerly occupied by the Brulater family. Exhibition galleries and charming historical interior open to public inspection. Visitors welcome.

15.—708 Toulouse—Robert Edeson, actor of note, born here. Easily identified by the quaint "Gate of the Lions," which is a favorite subject for painting, etching and photographs.

16.—613 Royal—Well-known Court of the Two Sisters. Spacious and beautiful. A famous town house and mansion.

17.—627 Royal—Former residence and courtyard of the golden-voiced singer, Adelina Patti.

18.—640 Royal—Stand across St. Peter from the spot numbered on map for an excellent view of this famous building. Popularly called "the first skyscraper in New Orleans." Originally the three-story home of the LeMonnier family, built 1774, to which a fourth story was added in 1814. Locale of George W. Cable's well-known novel "Sieur George."

19.—718 St. Peter—Tabarry Theatre located here from 1791 to 1807. First theatre in the city and first place in America where Grand Opera was sung. Charming courtyard and residence now restored.

20.—Four blocks out St. Peter Street—Beauregard Square, formerly "Congo Square," favorite gathering place of negro slaves. As such, scene of wild orgies at festivals and weird "voodoo" ceremonials. Bull fights held in the square during Spanish dominion in Louisiana. Immediately back of the square, New Orleans' \$2,500,000 magnificent modern municipal auditorium, with a seating capacity of 12,000.

21.—Entrance to Orleans Alley—Better known as "Pirate's Alley." A very popular subject for artists studying or painting the "Quarter" architecture.

22.—St. Anthony's Garden—A famous dueling ground. The disputes engendered at the famous quadroon balls, held nearby, led to many



OLD ABSINTHE HOUSE



NAPOLEON BONAPARTE HOUSE



OLD COURT YARD, FRENCH QUARTER

a clash of rapiers between young bloods of the city on this spot. Also at one time a resort for refreshments.

23.—717 Orleans—This building has a most interesting history. Built in 1819 to replace a building burned in 1816. It was for a time the Orleans Theatre. A ball in honor of the Marquis de Lafayette took place here in 1825. Later, after housing the state legislature in 1826, the building became the scene of the famous quadron balls, which furnished the dueling ground at St. Anthony's Garden with no small part of its bloody history. It is now occupied by an order of negro nuns, who according to a local writer, "expiate the sins of their forbears."

24.—800 Royal—Cafe des Exiles. Meeting place for the Royalist refugees, fleeing from the wholesale executions or the French revolution. Later a similar rendezvous for refugees from the negro insurrection in Santa Domingo.

25.—632 Dumaine—The original "Madame John Legacy," whose typically French architecture inspired George W. Cable's well-known novel. Built during the first quarter of the eighteenth century.

26.—900 Royal—A very typical and interesting example of French colonial architecture. Known as the "Heinie House."

27.—721 St. Philip—Stand at this spot to view site of the Theatre St. Philippe, the second such edifice in the city, built in 1808. Location now occupied by the St. Philip School.

28.—1140 Royal—Another typical French mansion which was occupied by families high in the social life of the old city. Lafayette, Marechal Nev. famous French commander under the Emperor Napoleon, and Louis Philippe, one of the last of the kings of France, have slept in this house. It was the scene of hideous tortures inflicted upon slaves by a certain Madame Lalaurie, who had a narrow escape to Europe when some of her victims were discovered in a "horror chamber." The building is now known round the world as "The Warrington House," and is the headquarters of an institution devoted to the assistance of homeless and unfortunate boys and men. William J. Warrington, founder of the institution, who has devoted his life and a large fortune to this work, personally directs activities. Visitors are welcome to see the magnificent murals and charming interior.

29.—This entire block was once the site of the French and later the Spanish barracks, which, in 1769, housed 6,000 soldiers. The building fronted on the present "Barracks Street."

30.—Corner Decatur and Esplanade Avenue—Site of the Spanish Fort San Carlos. General Jackson reviewed his troops from this point before the battle of Chalmette. The present building, the United States Mint, was completed in 1863, at a cost of \$3,000,000. In later years, specie coinage has been suspended here. The space in the front of the building was the scene of the hanging of William Mumford, Confederate patriots, by order of General Butler.

31.—1216 Chartres—The Royal Hospital, built in 1758 and first hospital in New Orleans, was located in this block.

32.—1126 Chartres—St. Mary's Italian Church, erected in 1787 for the Ursuline nuns, rebuilt in 1846. Tradition avers that the heart of every archbishop of the diocese is buried behind the altar.

33.—1114 Chartres—Historic old Ursuline Convent, oldest building in the Mississippi Valley. Erected in 1734, as an Ursuline Convent. Subsequently became the palace of the archbishop of this diocese. Now the presbytery of St. Mary's Italian Church.

34.—1101 Chartres—Home of the noted Confederate General, G. P. T. Beauregard.

35.—Site of Ursuline School and Chapel in 1730.

36.—1034 Chartres—Typical home of the old city.

37.—Decatur and St. Philip—Famous French Market. Original market building was erected by the Spaniards in 1791. The vegetable market, now in use, was built in 1812, when a storm demolished old structures. The meat markets were rebuilt in 1915 after another storm. The coffee-stands, at opposite ends of the market, are the traditional refreshment places for Orleanians, "after the show," etc. The babel of languages and the strong European color of the modern public market, with its large infusion of Italians, offer a fertile field for the historian and all lovers of the picturesque.

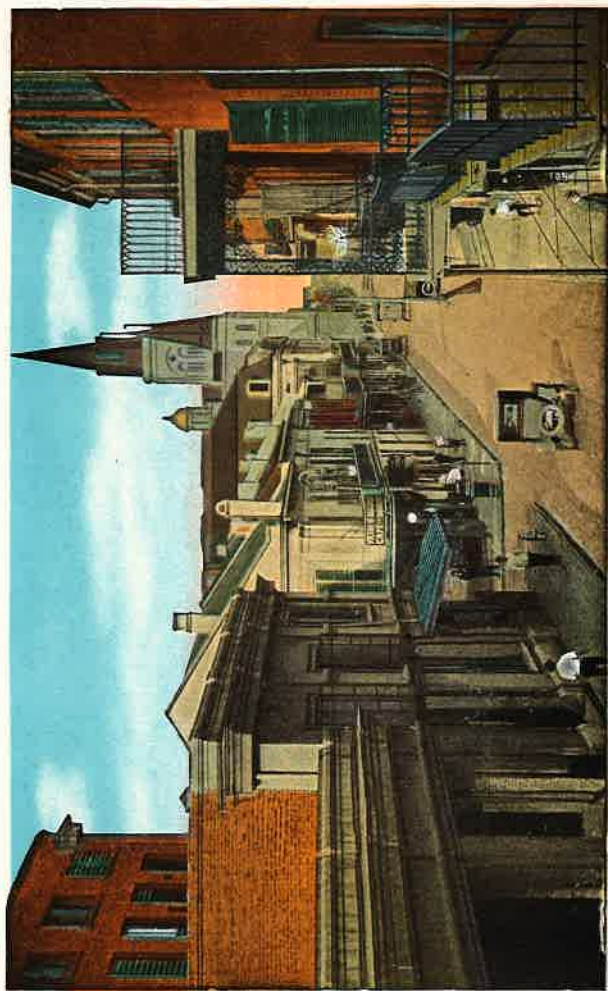
38.—930-40 Chartres—Cafe des Refugees. Here gathered pirates, smugglers, and European criminals during the French and Spanish occupation of the city. The famous cordial, LePetite Gouave, first concocted here.

39.—921-23 Chartres—Hotel de la Marine, meeting place for pirates and men outside the law in the time of the Lafitte brothers. In the rear of the building is Vendetta Alley, so named because of the many "Mafia," or Italian "black-hand" murders committed here.

40.—900 Chartres—The blacksmith shop operated by Jean Lafitte and his less famous brother, Pierre, was open here until 1810. The Lafitte brothers were pardoned by the United States government after their invaluable assistance in the Battle of New Orleans.

41A and 41B.—The red-brick Pontalba Buildings on either side of Jackson Square are one of the best known sights of the Quarter. Built in 1849 by the Baroness Pontalba. Jenny Lind, the famous singer, brought to New Orleans by P. T. Barnum, was entertained by the Baroness in the building on St. Peter Street. It was here also that the noted English author, Thackeray, is believed to have enjoyed the excellent "bouillebasse" spoken of in his memoirs.

42.—From here you first view Jackson Square, originally the Place d'Arms, or public square of the city. Laid out in 1720 by Bienville, founder of New Orleans. Scene of the "Cassette" girls in 1727, receptions of the Acadians from France to Spain in 1769, welcome of Jackson after the victory of Chalmette, second transfer of Louisiana from France to the United States in 1803—such are the portentous events which have



CHARTRES STREET, VIEW IN THE OLD FRENCH QUARTER



VAULTS OF OLD ST. LOUIS CEMETERY ON ALL SAINTS' DAY

transpired on this historic ground. The Square was laid out and planted with flowers in 1856 by the Baroness Pontalba.

44.—The Presbytery was erected about 1813 by the United States government. It copies the Cabildo in design, but is said to be inferior in construction. Used as a court building until 1910, since then as a museum by the Louisiana Historical Society. Free admission.

45.—Cloister Alley, sometimes called St. Anthony's Alley, also much painted by visiting artists.

46.—The St. Louis Cathedral. One of the most famous churches in North America. Built in 1794 by Don Andres Almonaster y Roxas, at a cost of \$50,000. Over \$100,000 was spent recently to repair the building to make it safe. Don Almonaster is buried under the altar. Tombs of members of the Marigny family and famous French and Spanish settlers are in front of the altar.

41.—The Cabildo, perhaps the greatest museum in the United States. Known from coast to coast as the home of the Louisiana Historical Society. Do not fail to visit this famous museum. No admission charged. This building has a history even more interesting than many of the relics it houses. Built in 1795, by Don Andres Almonaster y Roxas, as a meeting place for the Spanish legislature of the province. The first Protestant religious services ever held in Louisiana, were conducted in a room on the second floor. It was here that the formal transfer of Louisiana to the United States consummated the Louisiana Purchase in 1803. Later used as city hall and court building. The Marquis de Lafayette, Henry Clay, Zachary Taylor, Edwin Booth, Sarah Bernhardt, Audubon, the Grand Duke Alexis of Russia, Mark Twain, Theodore Roosevelt, William McKinley, William H. Taft, and many other immortals have visited and been associated with this memory-haunted old structure, which has seen New Orleans grow from a colonial outpost to the second port in the United States. The building was made a state museum in 1910.

47.—The equestrian statue of General Andrew Jackson, in the center of the Square, is the work of Clark Mills. It was set up by the society founded by the Baroness Pontalba.

48.—Old Spanish Arsenal and site of the Calabozo (prison), were located on "Exchange Alley" in the rear and to the south side of the Cabildo.

49.—619 St. Peter—"Le Petit Theatre du Vieux Carré," is one of the most efficient and best-known in the United States. Mrs. J. Oscar Nixon, founder of the organization, has been decorated by the French government for her services in preserving the best type of French drama. The "little theatre" is a private association, but visitors are welcome during the day. Beautiful foyer and courtyard.

50.—620 St. Peter—"Le Petit Salon," which was recently purchased and restored by the group of that name. Grace King, well-known and popular New Orleans author, is prominent in this organization.

51.—538 Chartres—Site of the Don Vicente Jose Nunez House. The great fire of 1783 started here.

52.—509 Chartres—Office building of Judah Touro, famous New Orleans philanthropist. Touro Infirmary, Touro-Shakespeare Almshouse, and various other institutions of New Orleans bear witness of his generosity. For almost a century his office was the fashionable center of the city.

53.—505 Chartres—Site of the old Strangers' Hotel, where Doctor Antomarchi presented the Napoleon death mask to the city. Lafayette was also once entertained in the hotel.

54.—502-514 Chartres—This building, popularly known as the "Napoleon House," was built by Girod, a wealthy New Orleans merchant. Girod planned to rescue the exiled Emperor from St. Helena with the assistance of Dominick You, a member of Lafitte's pirate crew, and bring him to New Orleans. Napoleon's death caused him to abandon the plan. But the grand house, built for the use of the "little corporal" still stands, a monument of his dream.

55.—438 Chartres—Maspero's Exchange—Jackson planned the defense of New Orleans in this building, according to a tradition. He was assisted, as mentioned, by the colorful free-booter, Lafitte.

56.—301 Chartres—Site of quarters occupied by the Ursuline nuns immediately after their arrival in the city, in 1727.

57.—201-207 Chartres—Site of the clothing store of Paul Tulane, founder of Tulane University, which occupies a splendid site opposite Audubon Park, fronting St. Charles Avenue.

58.—500 Bienville—Site of the home of the Sieur de Bienville, founder of New Orleans. It was here that he gave shelter to the Ursuline nuns after they left the house where they stayed upon their arrival, and before the convent later used was completed.

59.—Decatur and Canal—United States Customhouse. Cornerstone laid in 1848 by Henry Clay. Built under the technical supervision of General G. P. T. Beauregard, the structure has a seemingly weak, but highly effective foundation. Upon a plank floor, seven feet below the sidewalk, was placed a grillage of 12-inch logs. Over this was laid a one-foot layer of concrete. In spite of this lack of foundation, according to modern engineers, the building has sunk less than two feet in the long decades since its erection. The marble staircase and the marble hall on the second floor are considered among the most beautiful in the world.

Additional Points of Interest

NEW ORLEANS

"America's Most Interesting City"

Banana Dock—Here you will witness the unloading of bananas, ships carrying from 25 000 to 65 000 bunches per trip. An excellent view is obtainable of the "Father of Waters," discovered by De Soto in 1541.



JACKSON SQUARE, SHOWING ST. LOUIS CATHEDRAL



FAMOUS OLD FRENCH MARKET



CANAL STREET, LOOKING WEST



INTERIOR FRENCH MARKET

Chalmette Monument—A reproduction of the Washington Monument, except in size, marking the battlefield of the Battle of New Orleans, and is said to stand where the American Standard was planted on that memorable occasion.

Chalmette National Cemetery—Where more than 12,000 Union soldiers from many Southern battlefields are buried. Of these 12,000 graves, more than 5,000 are unknown.

Pakenham House and Oaks at Chalmette—A few miles below New Orleans. Named for General Sir Edward Pakenham, who commanded the British troops at the Battle of New Orleans.

Liberty Monument—Called the "Bunker Hill of New Orleans," was erected in 1891, for it was there that on September 14, 1874, a battle was fought between armed citizens of the commonwealth and the Metropolitan Police. Fourteen men were killed, and the names of the men are inscribed on the monument. This was the last of the reconstruction days.

Grand Route St. John—One of the oldest streets. An Indian village was on the banks of the bayou near where it is crossed by Esplanade Avenue, and from the village to the river was an Indian portage, beaten smooth by the many moccasined feet that had traversed it. This portage continued to be the best path to the bayou, until finally several important residences were built and then this Indian trail became Grand Route St. John. Later, it became a street.

Homes of the Creole Families, Esplanade Avenue—Along this avenue are many points of interest. Creole means "white." One hears, too, the term "Creole negroes," but it must be remembered always that this is a fine distinction, meaning the blacks and colored people that are Louisiana bred and born, and French-speaking, as distinguished from the negroes of other States. This term "Creole," signifies "a native of Spanish America or the West Indies, descended from European ancestors."

The "Duelling Oaks"—The scene of many gruesome affairs of honor. United States Senator Waggaman met his death here by the rapier of Denis Prieur, afterwards Mayor of New Orleans. Duelling was commonplace in those days and on the day that the Senator was killed, no less than ten other duels took place under the "Duelling Oaks."

Delgado Art Museum—Located in City Park, and established by a gift of \$150,000 from Isaac M. Delgado in 1911. Built to house the exhibitions of the Art Association and controlled by the City Park Board and the Art Association.

Metairie Cemetery—Was organized in 1872. At one time it was the race track of the Metairie Jockey Club. For over thirty years it was the most noted race track in the United States. The race track went out of existence in 1870. Charles T. Howard, a wealthy citizen, bought the race track and turned it into a cemetery. He was the first one to be buried there.

Audubon Statue in Audubon Park—On the site next the river,

one comes upon one of the many surprises which haunt that beautiful park. On a little slope, among the trees at the right of the main entrance, stands the Audubon statue, erected to the memory of the great naturalist by the bird lovers of this section.

Lee Monument—At Lee Circle, the intersection of St. Charles and Howard Avenues. In July, 1877, the City Council gave "Tivoli Circle" as it was then called, to the Lee Monument Association, and the monument was dedicated in 1883.

John McDonogh Residence—He came to New Orleans in 1800. Rejected by Don Andre Almonaster, the Spanish nobleman, whose daughter he loved and who later married Baron de Pontalba, McDonogh swore that some day he would have more money than all the Almonasters and Pontalbas put together. He amassed great wealth, died 1850, bequeathing his fortune to Baltimore and New Orleans for educational purposes. No condition was attached to the gift except that the little children of the public schools should come once a year and strew his grave with flowers. May 5th is McDonogh Day, and is annually kept in the schools.

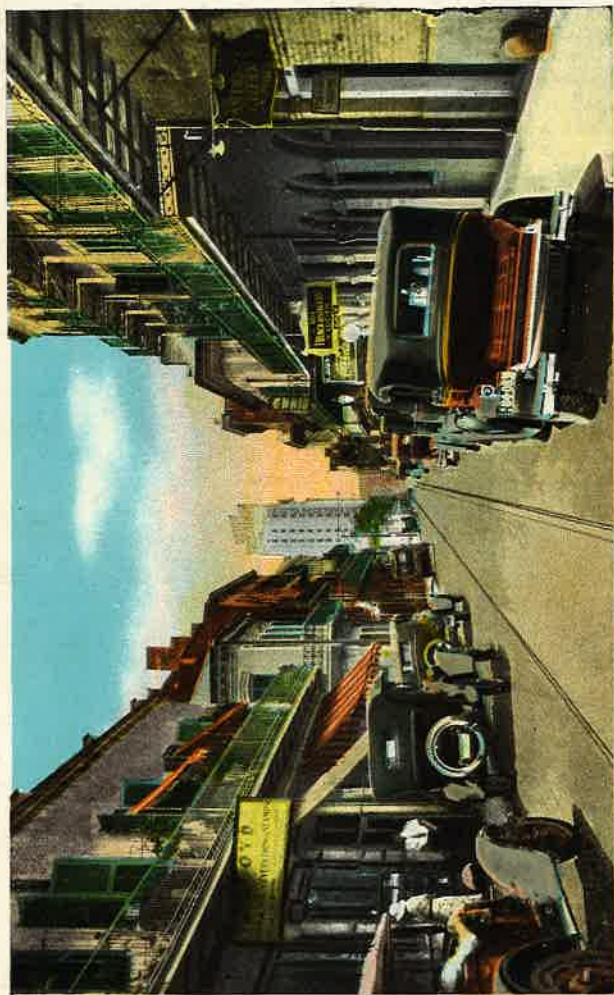
McDonogh Monument—In Lafayette Square, just opposite City Hall, is a bust of an old man with an old-fashioned collar and tie and with all the lines of his face turned down in sharp and gloomy curves. This is John McDonogh, who left half of his very large fortune to found public schools in the City of New Orleans.

French Opera House—One of the most distinctive and widely known centers of the artistic and social life of New Orleans, located on the uptown-Lake corner of Bourbon and Toulouse Streets for sixty years. The building, designed by Gallier, was erected in 1859 by the French Opera House Association. It was open almost continuously except in the Civil and World Wars, and was the scene of many famous performances. The building was destroyed by fire December 4, 1919, and has not been rebuilt.

Jackson Barracks—When the United States sold its property in the center of the "Vieux Carré" in 1828, it proceeded to build the Jackson Barracks in 1832-1834, then three miles below the city. Various uses for the property have been suggested, but the final disposal of it has not yet been made. Here is where General Jackson's Headquarters were located during the Battle of New Orleans.

Lake Pontchartrain—North of New Orleans, the city limits extending to the middle of the lake. About 600 square miles in area and the scene of yacht and other boat races, sailing and bathing.

St. Roch Shrine—Erected in 1871 by Rev. Father Thevis with his own hands, in fulfillment of a vow that none of his parishioners died during the yellow fever epidemic of 1866 and 1867, he would, stone by stone, build the little chapel in thanksgiving to God. None of his congregation died, so the chapel was erected with his own hands.



ROYAL STREET